

The City Paper

NASHVILLE NEWS, BUSINESS, POLITICS, OPINIONS AND SPORTS

MONDAY Edition

READERSHIP*

OUR READERS ARE ACTIVE & AFFLUENT

17,100	Are Business Owners, Partners and/or Corporation Officers
24,200	Influence Business Banking Decisions
11,400	Are Opinion Leaders
53,600	Have Annual Household Income of \$100k+
34,700	Have Annual Household Income of \$150k+
39,800	Hold Professional or Technical Jobs
40,400	Frequent Restaurants for Dinner, More than Four Times in a Two-Week Period
51,900	Traded Stocks, Bonds and Securities
154,800	Voted in State, Local, or National Election in the Past Year

* Media Audit 2008, Copyright International Demographics, Houston, TX.



DISTRIBUTION

The City Paper Monday Edition has a circulation of 48,000 available through 2,000 distribution points where readers earn and spend money in Davidson and Williamson counties. *The City Paper's* non-sectionalized format is designed for a quick read with news updated daily on nashvillecitypaper.com.

Distribution of *The City Paper* is audited by VAC and consumers pick up 95% of the press run. Because those consumers make an active choice to pick up the paper, advertisers are assured their ad is being seen. Valuable edited content ensures pickup and readership, which distinguishes *The City Paper* from other free publications.

IN THE MONDAY EDITION

City Picks Powered by Now Playing Nashville (Events Calendar)

City Business - Expanded Business Content, Executive Appointments, Music Industry News, Restaurant News and Commercial Real Estate Section

Rex and the City - Local Scoop, Gossip and Political News

City Voices - Editorials, Letters to the Editor, Local and National Pundits

City News - Coverage of State/Local Government, Education, Courts and Social Issues

Sports - The City's Best Coverage of the Titans, Predators, College and Prep Sports

Etcetera - Sudoku, Crossword, Scrabble and Ask Amy